

MME Record

Fall 2007

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MME has successful AEJMC in DC; Two panels featured on CSPAN

By *Cindy Price*
Division Head

Are there enough initials in the headline? Anyway, we were able to program 14 different panels and research presentations in Washington, D.C., because

we had co-sponsors for everything except our own research presentations.

One of the highlights of the conference was when we had two Federal Communications Commission members give their views about what was going on with the commission. One of the attendees from another division commented to me that he was impressed with how frank and open the com-



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missioners were about a few of the “mistakes” that they had made and what they wished they had done differently. That session was co-sponsored by Communication Technology, Law and Policy, Media Ethics and Entertainment Studies.

Panels on CSPAN

Our division co-sponsored two sessions that were televised on C-SPAN. The first was called, “The Future of News,” and focused on the changes that will have to take place in the television news business in order for it to continue. It was sponsored by RTVJ. Tom Rosenstiel of the Project for Excellence in Journalism said Google or any other outlet will soon have to pay news organizations for their information or journalism as we know it won’t exist in the future.

The second televised panel was “Numbers in the Newsroom: How Newspapers’ Ownership Changes Have Affected News Coverage and Editorial Independence.” Co-sponsored with the Newspaper Division, the panel focused on changes in

newspapers now that many have been struggling with lower paid circulation, but increasing online readers. The information I learned at these two sessions led me to apply for a sabbatical to study new economic models for media organizations, so I thank the panelists for that.

In a similar note, we had a panel about the future of radio news and the top-notch panelists let us know about how radio news isn’t dead, it is just adjusting. Some organizations are doing an excellent job of radio news, but others have just let the

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Teaching, scholarship awards presented

• See award photos on page 2

Robert Picard and Aldo van Weezel of Jonkoping International Business School, Sweden, received the first place award for faculty papers at the Washington conference. The paper’s title: “Capital and Control: Consequences of Different Forms of Newspaper Ownership.”

Louisa S. Ha of Bowling Green and Richard J. Ganahl of Bloomsburg University (PA) received the Robert Picard Award for the best book or monograph for their book, **Please turn to page 4**

Dates to Remember

2007 AEJMC Winter Meeting

St. Louis
November 29 - December 2
Renaissance St. Louis Grand
& Suites Hotel

2008 AEJMC Convention

Chicago
August 4 - 8
Downtown Marriott

Award Winners – 2006



Sangwon Lee of the University of Florida accepts the award for the second place faculty paper from Steve Lacy of Michigan State. The paper, "The Deployment of Third-Generation Mobile Services: A Multinational Analysis of Contributing Factors," was co-authored by Sylvia Chan-Olmsted and Heejung Kim, both of Florida.



Mary Lou Sheffer and Brad Schultz (right) of the University of Mississippi received the third place faculty paper for "Blogging from the Labor Perspective: Lessons for Media Managers." The award was presented by Steve Lacy.

Stephen Siff of Ohio University receives his third place student paper award from Cindy Price, MME vice chair, for his paper, "Microeconomic Factors Influencing The Online Distribution Of News: A Theoretical Approach."



The first place Mary Alice Shaver Student Paper Award was given to Cunfang Ren of the University of Georgia for "Determinants of Motion Picture Piracy: A Cross-Country Examination." She received the award from Division Head Krishna Jayakar.



Rita Colistra of the University of North Carolina received the second place student paper award for "Coverage and Editorial Framing of the FCC's 2003 Relaxation of Media Ownership Rules: A Comparison of the Cross-Owners and the Print Purists." She brought her baby along to help her carry the plaque back to North Carolina.



Midwinter conference in Pittsburgh provides ample opportunities for scholars

The AEJMC Midwinter Conference is an annual forum for the presentation of research and the discussion of germane topics in areas relevant to the AEJMC divisions and interest groups sponsoring the conference.

The Midwinter Conference traditionally follows an informal structure allowing for presentations and extended discussions in a relaxed setting. More than a half dozen divisions or interest groups are sponsoring and participating in the 2008 conference, which will be hosted by Point Park University on February 29 and March 1, 2008.

Paper Submissions

Authors should submit research paper proposals in an approximate 300- to 500-word abstract. The abstract should give a clear sense of the scope of the research, its relevant hypotheses and/or research questions and the method of inquiry used.

Conclusions should be highlighted for works that have been completed by the submission deadline.

Do not submit full papers to the paper chairs; abstracts are all that is required to be considered for presentation at the Midwinter Conference.

However, authors of accepted papers must submit complete research papers, not exceeding 30 pages, to their discussant two weeks prior to the conference.

Papers presented at this conference also are eligible for presentation at the national AEJMC convention.

Authors are encouraged to use the feedback from reviewers and other Midwinter Conference attendees as they improve upon and final-

Call for judges for the 2008 Midwinter submissions

The MME Division seeks volunteers to review abstracts and panel proposals submitted for presentation at the 2008 AEJMC Midwinter Conference. During the week of December 19, reviewers will receive up to four abstracts or panel proposals (300-500 words each). All reviews are due back by **January 10, 2008.**

If you are willing to review abstracts, please e-mail Sue Alessandri

at swalessa@syr.edu with your areas of specialization. These will be accommodated as often as possible.

According to policy, those who submit papers to the MME division cannot serve as judges in the division, but judges for the MME division are free to submit their work to other divisions.

Any questions, contact Sue Alessandri at swalessa@syr.edu.

ize works in progress for submission to the national convention.

Panel Submissions

Panel organizers should submit proposals indicating the panel title, a description of the session's focus, the issues to be discussed, and a list of potential or confirmed panelists, including their university or professional affiliation.

Information for Paper Submitters and Panel Organizers

- Identify the paper's author(s) or panel's organizer(s) on the title page only, and include the mailing address, telephone number and e-mail address of the person to whom inquiries should be addressed. The title should be on the first page of the text and on running heads on each page of text.

- Send your abstract or proposal as an attachment in a standard word-processing format (preferably Word or RTF). Also, please ensure that you remove any identifying information from your document (with the exception of the title page).

- All abstracts and panel proposals must be e-mailed to: Sue Alessandri (swalessa@syr.edu) by December 14, 2007. Send abstracts and proposals to the appropriate division contact below. Please include an e-mail address so that the midwinter paper chair can notify you. Authors will be notified by January 10, 2008 as to the status of their paper.

Additional Info

Questions about paper proposal submissions to specific divisions and interest groups can be directed to the appropriate contacts below. General questions about the conference can be sent to Dr. Anthony Moretti, Assistant Professor, Department of Journalism and Mass Communication, Point Park University, 201 Wood Street, Pittsburgh, PA 15222; 412 392 4311.

E-mail: amoretti@pointpark.edu.

Complete details on paper submissions, conference registration, hotel accommodations, and travel information will be available soon.

Teaching and publishing award winners

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“Webcasting Worldwide: Business Models of an Emerging Global Medium.”

The winner of the Barry Sherman Teaching Award for 2006 was Alan Albarran of the University of North Texas, Denton.

The Sherman Teaching Award honors the memory of Barry Sherman, who was Lambdin Kay Professor in the Grady College of Journalism and Mass Communication at the University of Georgia at the time of his death in 2000. He served as director of the prestigious Peabody Awards from 1991-2000.

AEJMC members are invited to nominate books or monographs for the award. Self-nominations are acceptable. To nominate a work provide the following:

- A written nomination with a complete citation (title, author, publisher, and year of publication of the book) and a short statement on the book's contribution to the field of media management and economics.

- Three copies of the work, whether book or monograph.

Nominations should be sent to Dr. Steve Lacy or Dr. Peter Gade by May 1. Contact information is on page 5.

The winner of the award will be notified before the AEJMC annual convention in Chicago, August 4-8, and the award will be presented at the Media Management and Economics Division's annual meeting.

The division also seeks nominations for the Barry Sherman Teaching Award, which recognizes excellence and innovation in teaching media management and economics.

Any division member is eligible for the award but may not nominate himself or herself.

Nominations should be sent to Dr. Steve Lacy or Dr. Peter Gade by May 1. Contact information is on page 5. Nominees will be contacted and asked to submit supporting material by May 15. Supporting materials will include:

- Syllabi from one or two courses (graduate or undergraduate) devoted primarily to media management or economics.

- Up to three examples of supporting instructional materials in media management or economics. The supporting materials should demonstrate evidence of teaching excellence or innovation.

MME in DC

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newswires do the work.

We had such excellent response to our international teaching and women scholars panels that I have asked some panel members to write articles about the topics for future newsletters.

Our panels were popular until the end! Our Sunday afternoon panel with Newspaper called, “The Growing Role of Teams and Collaboration in Online News Media Practice,” had 23 people in attendance. The panel included representatives from WashingtonPost.com and Gannett Corp.

All of our panels had interesting material that moved our division forward for the coming year.

I have confidence that our programming chair for this year, Hugh Martin from Georgia, will do the same for our Chicago meeting.

Join the MME online community

The MME listserv or mailing list was created to communicate announcements to the members of the Division, as well as to promote the exchange of ideas about media management and economics.

To subscribe to this listserv, send an e-mail message to listserv@listserv.miami.edu, with the following text in the body of the message:

subscribe mme firstname lastname

Replace "firstname" and "lastname" with your first name and

last name, respectively.

Once you are subscribed to the listserv, you may post messages by sending them to mme@listserv.miami.edu.

To remove your name from the MME listserv, send an e-mail message to listserv@listserv.miami.edu, with the following text in the body of the message:

unsubscribe mme

For problems or questions, contact Michel Dupagne at dupagnem@miami.edu.

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Future AEJMC Conference Locations

- **2008: Chicago**
Marriott Downtown
Aug. 6-9
- **2009: Boston**
Sheraton Boston
Aug. 5-8
- **2010: Denver**
Adam's Mark
Aug. 4-7